Mail Stop A961
1027 Newport Avenue
Pawtucket, RI 02861

August 6, 2018

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SAMPLE A SAMPLE - US
123 ANY ST
ANYTOWN, US 12345-6789

Re: Notice of Data Breach

Dear Sample A Sample,

We write on behalf of Hasbro, Inc. or one of its subsidiaries for which you performed services to inform you of an issue that we believe may have involved access to your personal data. We believe this was a targeted incident that was motivated by someone trying to access specific entertainment content. We have no evidence at this time that your personal data has been misused by any unauthorized parties, though we are sending this letter to you in an abundance of caution to provide you with information regarding what happened and additional steps we are taking to protect your personal data.

Your trust is of paramount importance to us, and we deeply regret any inconvenience this incident may cause you.

What Happened?

We became aware beginning on or around July 9, 2018 that an unauthorized party obtained access to certain of your personal data in either portions of the email accounts of a limited number of employees or shared network folders on Hasbro servers. The unauthorized access to portions of the email accounts of a limited number of employees occurred at some point between November 19, 2017 and January 5, 2018, and the unauthorized access to shared network folders on Hasbro servers occurred between September 15 and 18, 2017.

When we first became aware of the potential for unauthorized access in the email accounts of certain employees or shared network folders, we quickly retained legal and forensic experts who launched an investigation. We also promptly informed and cooperated with federal law enforcement to investigate and to take steps designed to avoid such unauthorized access in the future.

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What Information Was Involved?

Personal data that may have included your Social Security number, driver's license number, bank account number and/or routing number, medical information, health insurance information, passport number, and/or username and password.

What We Are Doing

While we have received no reports that your information has been used in any manner that would compromise your identity or credit, we are offering you a complimentary two-year membership to Experian's® IdentityWorks℠ credit monitoring and identity theft protection product. These services are being offered in compliance with certain state regulatory requirements and requests and otherwise as a courtesy, but this offer is not intended to suggest that you are at any risk of harm.

In addition, we are taking several steps to further strengthen and enhance our information security controls, training, and procedures, including working with multiple independent third party security consultants.

What You Can Do

To activate your complimentary two-year Experian® IdentityWorks℠ membership, please follow the steps below:

- Ensure that you enroll by: (Your code will not work after this date.)
- Visit the Experian IdentityWorks website to enroll: https://www.experianidworks.com/3bcredit
- Provide your activation code: ABCDEFGHI

If you have questions about the membership, need assistance with identity restoration, or would like to enroll by phone, please contact Experian's customer care team at 877-890-9332 on or before . Please have your engagement number ENGAGEMENT and activation code ready, as proof of eligibility for the identity restoration services will be required by Experian.

ADDITIONAL DETAILS REGARDING YOUR COMPLIMENTARY 24-MONTH EXPERIAN® IDENTITYWORKS℠ MEMBERSHIP:

A credit card is not required for enrollment in Experian's® IdentityWorks℠ product.

You can contact Experian immediately regarding any fraud issues, and have access to the following features once you enroll in Experian's® IdentityWorks℠:

- Experian credit report at signup: See what information is associated with your credit file. Daily credit reports are available for online members only.[1]
- Credit Monitoring: Actively monitors Experian, Equifax, and Transunion files for indicators of fraud.
- Identity Restoration: Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- Experian IdentityWorks ExtendCARE™: You receive the same high-level of Identity Restoration support even after your Experian® IdentityWorks℠ membership has expired.
- Up to $1 Million Identity Theft Insurance[2]: Provides coverage for certain costs and unauthorized electronic fund transfers.

If you believe there was fraudulent use of your information and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent at 877-890-9332. If, after discussing your situation with an agent, it is determined that Identity Restoration support is needed, then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

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[1] Offline members will be eligible to call for additional reports quarterly after enrolling.

[2] Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of American International Group, Inc. (AIG). The description herein is a summary and intended for informational purposes only and does not include all terms, conditions, and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

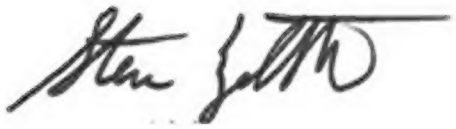
Please note that this Identity Restoration support is available to you for two years from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at www.ExperianIDWorks.com/restoration. You will also find other resources, such as self-help tips and information about identity protection, at Experian's site.

Also, enclosed is an "Information about Identity Theft Protection" guide on the back of this letter, which describes recommendations by the Federal Trade Commission regarding identity theft protection and details on how to place a fraud alert or a security freeze on your credit file.

For More Information

Again, your trust is extremely important to us, and we are taking this very seriously. We deeply regret any inconvenience this incident may cause you. If you have any questions, please call 800-956-4720, Monday through Thursday from 8:00am to 5:00pm Eastern Standard Time and Friday from 8:00am to 1:00pm Eastern Standard Time.

Sincerely,



Steven Zoltick
Chief Information Officer

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Information about Identity Theft Protection

You may obtain a free copy of your credit report online at www.annualcreditreport.com, by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at www.annualcreditreport.com) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281. You may also purchase a copy of your credit report by contacting one or more of the three national credit reporting agencies listed below.

Equifax, P.O. Box 740241, Atlanta, Georgia 30374-0241, 1-800-685-1111, www.equifax.com
Experian, P.O. Box 9532, Allen, TX 75013, 1-888-397-3742, www.experian.com
TransUnion, P.O. Box 1000, Chester, PA 19022, 1-877-322-8228, www.transunion.com

Vigilance with respect to reviewing account statements and credit reports may help reduce fraud or identity theft. Any suspicious activity or suspected identity theft may be reported to the proper law enforcement authorities, including local law enforcement, your state's attorney general, and/or the Federal Trade Commission ("FTC"). You may contact the FTC or your state's regulatory authority to obtain additional information about avoiding and protecting against identity theft: Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, D.C. 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft. Residents of Rhode Island may also obtain information about preventing and avoiding identity theft by contacting: Rhode Island Office of the Attorney General, Consumer Protection Unit, 150 South Main Street, Providence, RI 02903, 1-401-274-4400, www.riag.ri.gov. Residents of Maryland and North Carolina may also obtain information about preventing and avoiding identity theft by contacting: Maryland Office of Attorney General, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, 1-888-743-0023, www.oag.state.md.us; North Carolina Office of the Attorney General, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001, 1-919-716-6400, www.ncdoj.gov.

Fraud Alerts: There are two types of fraud alerts that you can place on your credit report to put your creditors on notice that you may be a victim of fraud: an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for at least 90 days. You may have an extended alert placed on your credit report if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years. You can place a fraud alert on your credit report by contacting any of the three national credit reporting agencies at the toll-free numbers listed below:

Equifax	**Experian**	**TransUnion**
877-478-7625	888-397-3742	800-680-7289

Credit Freezes: You may have the right to put a credit freeze on your credit file so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate a freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. In addition, you may incur fees to place, lift, and/or remove a credit freeze. Credit freeze laws vary from state to state. The cost of placing, temporarily lifting, and removing a credit freeze also varies by state, generally $5 to $20 per action at each credit reporting company. Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting company. Since the instructions for how to establish a credit freeze differ from state to state, please contact the three major credit reporting companies as specified below to find out more information.

Equifax Security Freeze	**Experian Security Freeze**	**TransUnion (FVAD)**
P.O. Box 105788	P.O. Box 9554	P.O. Box 2000
Atlanta, GA 30348	Allen, TX 75013	Chester, PA 19022-2000
www.equifax.com	www.experian.com	freeze.transunion.com

You can obtain more information about fraud alerts and credit freezes by contacting the FTC or one of the national credit reporting agencies listed above.